

Message Text

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ACTION EA-10

INFO OCT-01 ISO-00 EB-07 RSC-01 /019 W

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R 150844Z NOV 74

FM AMEMBASSY BANGKOK

TO USODC WASHDC

INFO SECSTATE WASHDC 8380

AMEMBASSY KUALA LUMPUR

AMEMBASSY MANILA

AMEMBASSY SINGAPORE

UNCLAS BANGKOK 18045

E.O. 11652: N/A

TAGS: BEXP, TH

SUBJ: FOOD PROCESSING AND PACKAGING TECHNICAL SALES SEMINAR

SINGAPORE FOR RTC

1. GROUP ARRIVED SATURDAY, NOV. 9 FROM HONG KONG ON SCHEDULE. SEMINAR SESSIONS HELD MONDAY, NOV. 11, AND TUESDAY, NOV. 12.
2. SEMINAR SESSIONS WELL ATTENDED BY QUALITY AUDIENCE. ATTENDEES TOTALLED 94 ON MONDAY AND OVER 80 ON TUESDAY, WITH DUPLICATION. FEW QUESTIONS AT SESSIONS BUT MANY FOLLOW-UP INQUIRIES AFTER SESSIONS ENDED.
3. MOST REPS KEPT QUITE BUSY WITH APPOINTMENTS. SEAFOOD FREEZING TECHNOLOGY AND OLIVER MACHINERY PARTICULARLY BUSY.
4. NO SALES CONTRACTS CONCLUDED DURING GROUP STAY. PROJECT 12-MONTH SALES FIGURES TOTAL \$760,000. THREE DISTRIBUTORSHIPS IN NEGOTIATION.
5. HOSPITALITY EXPENSES HEAVY BUT WITHIN OVERALL BUDGET. EMBASSY FINAL REPORT WILL CARRY TOTAL EXPENSES.
6. COORDINATOR COMMENT. GROUP WORKS WELL TOGETHER. LOGISTICS PROCEEDING SMOOTHLY. EMBASSY SUPPORT EXCELLENT.

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7. EMBASSY COMMENT. SEMINAR PARTICIPANTS ARE WELL-ORGANIZED AND PREPARED PROFESSIONAL BUSINESSMEN. THEIR PRESENTATIONS WERE WELL RECEIVED BY THE GUEST AND INTEREST WAS INDICATED BY A NUMBER OF REQUESTS FOR INDIVIDUAL APPOINTMENTS WITH MOST OF THE SEMINAR PARTICIPANTS.

USIS OFFICERS WERE VERY COOPERATIVE THROUGHOUT THE SEMINAR AND ARRANGED AND STAGED A WELL-ATTENDED PRESS CONFERENCE AT ITS CONCLUSION. EMBASSY CONGRATULATES COMMERCE AND ITS STAFF ON FORMULATING A WELL-MANAGED TECHNICAL SALES SEMINAR.
KINTNER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 15 NOV 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974BANGKO18045
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740330-0236
From: BANGKOK
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19741141/aaaabipp.tel
Line Count: 72
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: izenbei0
Review Comment: n/a
Review Content Flags:
Review Date: 25 MAR 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <25 MAR 2002 by chicheje>; APPROVED <12 FEB 2003 by izenbei0>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FOOD PROCESSING AND PACKAGING TECHNICAL SALES SEMINAR SINGAPORE FOR RTC
TAGS: BEXP, TH
To: n/a
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005